## A Thing is Never too Often Repeated Which is Never Sufficiently Learned



WE take the above quotation as the text of our advertisement this morning. We quote it as an encouragement for us to keep everlastingly telling the people of the Boston Store, and in defense of any recapitulation we may make. If all the advertisements that we've ever written or ever intend to write were boiled down, the essence would be: The Boston Store grew from the smallest shop in Wichita to its largest department store-the Boston Store carries the largest stock in Wichita-the Boston Store sells goods at lower prices than any other Wichita store-the Boston Store entertains more customers than any two other Wichita stores-the Boston Store sells more goods than any other two Wichita stores-the Boston Store guarantees satisfaction in everything it sells and cheerfully returns the money to all customers who desire it (cut pieces excepted). The above is the eternal burden of our song; the basis of all our store argument; the truths we love to tell about; the

facts that push us along to greater successes. We continually tell you about these truths because memory grows dull. The news of today soon grows old, and we often repeat our story that you may ever keep it sufficiently learned. Although it is always the same old story, each time we deck it in a new dress. We costume it anew, with specific illustrations of the store's leadership and specific happenings for the few future days following. Although it is the same old story we hope it will not grow old to you, and to that end we cloth it with those foretold happenings that we think will make it most interesting to you—new guy-ropes to keep the main line steady. Thus today we tell you of Fashion's latest fads, and of those special Bargain Happenings for this week's patrons—exampled price inducements that always keep "The Boston" to the front. Read:

Our Silk Stock

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is doing itself proud. We're proud of it, Can't hardly believe that we have the largest Silk stock in Wichita, can you? Come and see. We have sold more siks this spring than in any two previous seasons. Had to cut our prices a little closer than we liked, to do it. But we're building up a big silk trade here, and low prices, you know, are great inducements. This week:

10 pleces Zi-inch Drapery Silks, in Oriental printed figures; ordinarily retailed

8 pleces Corded Striped Habutais, made especially for ladies' wash shirt waists; stronger, more durable and prettier than the Japanese wash silks, and ten cents

Eight choices of Lining Silks, however more popular just now for underskirts, Cotton back, silk faced, brocaded in all those pretty patterns now prevailing in the imported stuffs. Good, reliable valnes at see per yard. This week ...

Twenty choices of All Silk Taffetas, in checks, stripes and brocades, ranging in values from 90c to \$1.25. An unusual opportunity to secure a silk waist below the ordinary in price ....

Trimming **Braids** 

An example of how we under sell rival Braid stocks and a ? practical fillstration of why we sell more braids than any tival braid department:

All silk Tubular Braids, in all colors, now being priced elsewhere at 7, 8 and 9c

All Silk Corded Braids, in plain and changeable coloring; a new assortment for you this week ..........



Exquisite Exquisite Millinery

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newspapers about our Millinery department, we would still do the targest Millinery husiness in Wichita, for every Millinery customer who leaves this store is a walling advertisement for us. We just received a line of the new Sallars with crush crowns and tie bands. We want you to see them. Many ladies visit our Millinery department every week just for the sake of seeing. They're as welcome as those who buy.

Shirt Waist ...Forms

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ever new or else she will grow insopid. Fashion's latest frenk is the Shirt Waist form, pictured here. Intended to keep this spring's blouse effeets from growing destined to be very



## Next Saturday Will Be Wichita Hospital Day

at "The Boston." The ladies of the Hospital Directory will be in charge of the store as floor managers, and ten per cent of our sales on that day will be donated to the Hospital. You will find their announcement on the "Home Gossip" page.

A Feast

Just an example of how we undersell those exclusive Shoe stores, where shoe profilts alone are the sole source of in-

come. A superb collection of the latest styles, at a price that will most certainly push this shoe trade along. Now on display in our west window for your inspection is an assortment of Ladies' and Misses' Shoes, Oxfords and Strap Sandals, that we feel confident in saying have never been equalled in Wichita for less than \$2.00 per pair. These are all new shoes-all this spring's styles, in black, tans, ox-blood, chocolate and white strap sandals. They are as honestly and solidly made as it is possible to make shoes. You'll find all the new styles of toes in this assortment. In fact there is not a pair of shoes in the lot but that is desirable. You'll find most every style among them known to this season's crentions. It's rather a waste of printer's ink for us to attempt a description of this shoe offering. Come and see them for yourself and you'll decide in our favor; and if you should change your decision after making the purchase, you know you can get your money back

merely for the asking. Any pair of Shoes .....

Any pair of Oxfords . Any pair of Strap Sandals in the assortment ...



Fashion is a fickle maid, and ere we conform our tastes to her dictation we must change them for her newer whim, Fashion has said "Bayadere," for the spring of '98, and these newest crosswise stripes in shirt waists are beautiful. White grounds on sheer French lawns, crosswise stripes, two inches wide, in moire effect in those pretty, cheerful colorings peculiar to spring-turquoise, pink, burnt orange, Nile, lavender and rose. Cuffs to match, white detachable collars. We are selling these waists very fast, and the first warm days will see them out in full force. The largest as- \$225

In the Wash Goods



New Covert Cloths for bloycle costumes, inches wide, in blue and brown mixtures, washable and need no liming. French Clinghams in Walderf and Tartan Plaids, very popular for shirt waists. Some of these Ginghams are mixed with silk; others not. All are beautiful. All

A few unexcelled specials this week, that should, and in all probability will, draw a hearty response, for these mentions are way below the ordinary in price, although the qualities are strictly stand-

Black Brilliantine, 40 inches wide, lustrous, firm, hardly seen anywhere for

less than 50c per yard .... Priestley's Water Proof Serege. The name "Priestley" is a guarantee of its worthiness, and our own guarantee is a double assurance of satisfaction; 48 inches wide, in wide Wales Clay Worsted weave, absolutely waterproof. Handlers of Priestley's goods everywhere retail it

Black Etamine, all wool, in that plain, loose weave so popular for cool summer costumes. Woven of unwrinklable worsted yarns, 68 inches wide, and actually worth 75c per yard. We bought quite a quantity to get it at a price. This week .. Twenty pieces Black Figured Mohair Suitings for separate skirts, ordinarily priced at 25c per yard. This week .......

Colored Fabrics AN UNEXAMPLED OFFERING OF STYLISH STUFFS AT ..

Choice of 50 pieces of this spring's pur-BOUCLE CHECKS BROADHEAD'S TAILOR ONLY

MADE STUFFS BROCADED CHANGABLES BLOCK CHECKS OTCH MIXTURES ELECTRIC BAYERDERES CENTS

Iridescent Fancies worth up to 65c per



**Bustles** Have come back again. No longer is it possible to have a correct one. A new one as pictured here of Featherbone,

Rare Hosiery

Bargain This is for the children, exclusively is the best Hosiery bargain we've offered them for a long time. These Home are absolutely fast black, ribbed, and seamless, guaranteed two thread, in an extra firm weight with couble heel and toe. It is probable that you'll not see such Hoss shown elsewhere short of 30 cents a pair.

A Lace Bargain This is Torchon Lace in 12 yard pieces, in several protty weaves. It is just one-

half an inch wide and a whole boit of it 

Black Knitting Silk

For less than you ordinarily pay for Cr chet Cotton. This week a thousand spools, at Smelling Salts

Imperial Smelling Salts, ordinarily retailed for 15 and 20 cents per bottle. Again showing our price leadership

Scissors

Just a little bit cheaper than you are used to paying for like qualities. These are not cast iron scissors, but hardened steel; blade in 6, 7 and 8 inche lenghts; fastened with brass rivets, per pair

Old Fashioned Tuck Combs We tought 'em because we have many customers who want them. Of India rpbber at one-fourth of their real value. In two sizes, 19c and

Shirt Waist Buttons Of White Pearl, set with jewels, onyx, amethyst, emerald and turquoise; new, pretty and destrable; set of four

Shirt Waist Sets Of Aluminum, consisting of a pair of cuff buttons and four waist buttons, per

Notion Department

the prices you'll pay here for those hundreds of little useful things, displayed here in profusion.

Embroidered Initials on linen tape, letare worked in Turkey red, used for marking undergarments. All letters, 35 200 Tape Lines, in brass case on spring

roller; case is of stamped brass and set with jewels; well worth 35 cents each; just a job for that we bought chean 100 Ivory Handle Tooth Brushes; brush of Russia bristie; you'd hardly think of paying less than 20 cents elsewhere

A Rare Towel Opportunity

These are Turkish Bath Towels. We bought 300 dozen of them, for the sake of a price reduction. We are selling them r less profit than other stores, because 2.000 multiplied by a small profit will repay us well. These Towels are toll 50 inches long by 20 inches wide. You are used to seeing them priced at He each. We expect to sell out the entire lot this

New Belts



We really get in the new Belts faster than we tan tell about them; one of the latest is of Russis seather, ornamented with brass gardines, set in lewes; promise to be very popular. Another of biack velvet, with three cut sized slides and a cut steel buckle, set with jewels; possessing that refined elegance so much Uur Ofters you these to-

morrow: China Night Lamps, bowls and shades handsomely ornamented with kiin burned pictures, worth We each

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12c

Knives, one blade ..... 3-Quart Stew Kettles, granite .

12-Quart Tin

We just added a line of genuine Cut Glass to Olive Dishes,

Creamers, Syrup Stands, Puff Boxes Water Pitchers, Oatmeal Dishes. You'll find the prices of this cut glass about 40 per cent less than you are used to paying for same qualities.

Hardly worth while It is for us to begin to give you an idea here of the extent of this season's purchases. It ald be very bard indeed for you to have even a partial conception of the beauty em bodied in this spring Parasols. You'll probably find our assortment, both for ladies and children, all you could desire. Your find here those bright Pretty coments, and nitra styles that are calculated to capture

Yesterday the express brought us anothse fifty dozen of those black Umbrellian that we've been seiling so rapidly at % cents each. These Umbrellas have steel rode, paragon frames and natural wood handles. They are covered with a good quality of rilk serge and our customers their equal for less than \$1.35 each. Our

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We look 0ut Babies



our hands. Last Thursday's express brought us in 60 baby cups; traveling men's samples; of most every kind days, embrendered, lawns; made in every conceivable style. Representatives of lines that are retailing this season at Bosnus and \$1.00 each. This week

Boy's Clothing



Cheviota, intermingled with mixed courings to grante effect, worker easier of lary fined in red soutanne braid, fulfors to match cloth; lining of the beat; scwing of the best; style of the hest. Heat \$5.00

A thletic Park J. E. Alexander, Manager.

Baseball Today

> Two Games for One Admission-250.

Armours

Eagles First game called at 2 o'clock.

Last game on home ground for ten

ANNOUNCEMENT.

Denver 4:55 a. m. Sleeping car remains phone outlits. at depot until 7:30 a. m., and passengers Daily Hagle, by earrier, He per week. can occupy same until that time. For further information call on W. W. Pearce, City Tecket Agent, 128 North Bears the

Music on the Graphophone.

CASTORIA.

Condemnation Notice. To the Republicans of Sedgwick County:
I hereby amounce myself a candidate for powers of the Graphophone 23 at enterProbate Judge, subject to the decision of the Republican county convention.

JAMES L. DYER.

Static on the Graphophone 23 at entertainer. It is an instrument which, though of tot one CD. Pears & Vanishough addition to the city of Wichita. Kansan, it costs much less than the least capan. ANNOUNCEMENT.

HARRY T DEDRICK, Wichita, Kansas, candidate for Probate Judge, site of the property of the prop sive musical inscrument, will enable its and to A. Beering, Margte Cummings, M. amaging of damages surfailed by the ownces of property, wholly or partially taken
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pleted, of watch meeting you will take ne notice.

Done at Wichits, Kansas, this Jun day by MILLIONS of MOTHERS for these of April, A. D. 1894. T. G. PARHAM,

Mrs. Winslow's Southing Syrap. PERFECT SUCCESS. IN SOUTHER the CHILD, SOFTENS the GUMS, ALLAYS all PAIN; CURES WIND COLIC and or the hest remedy for DEARRIGGES. Send by druggists in every part of the world, the eura and ask for "Mrs. Witnisw's Southing Syrup" and take no other kind, Twenty-five reads a bettle.

THE REST WAY To Colorado is over the facts Fe Boots 2.45 p. m., arrives at Colorado poemis the next recrossor. For deformation sail wa L. R. DELANDY, Agent. Places 13k Dennice Ave. Depot.

CASTORIA. Chat H. Fletchers CASTORIA. Chat H. Fletchise

The people who once claimed to have found their affinity, don't, as a rule, look as is eminently the sanctifying element of human life.—N. Y. Weekly.

Pearce, City Teket Agent, 128 Nor Main street, or Mossey arenue station.

Deliy Eagle, by carrier, 19c per week.

Daily Dagle, by carrier, 10c per week.

Bears the Board The Kind You Heart Burght Burght Chartet Flutchirt